REASONS FOR [redacted] SMOKING
INTEREST IN NORTHWIND

	Total
N =	240
	%
Definitely/Probably Be Interested In Smoking	67
Taste	25
Cool/refreshing tasting	16
Milder/lighter tasting	4
Like the taste	4
Menthol/Non-Menthol	21
Not menthol but cool ~~Like menthol~~	17
Cooler than menthol	6
Could be menthol for menthol brand	4
Low in tar/nicotine	13
Attractive/nice looking	6
Would just like to try them	15

Definitely/Probably Not Be Interested in Smoking	10
Not menthol	3
Taste	3
Like what I never smoke	3

QUESTION:

Why would you (READ RESPONSE FROM Q.23 FOR NORTHWIND) Northwind? (PROBE) Why else?

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Source: https://www.industrydocuments.ucsf.edu/docs/hjyj0004